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Message Text

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ACTION EA-09

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FOR: USDOC/BIC/OIM/EA -- STRINGER
USDOC/BIC/OIM/MRD -- CODE 214

E.O. 11652: N/A
TAGS: BBSR, TW
SUBJECT: MARKET RESEARCH ANNUAL CONTRACTS

REF : CONTRACT NO. 1360-601038 WITH MANAGEMENT
CONSULTANTS CORP.
CONTRACT NO. 1360-601039 WITH CHINA CREDIT
INFORMATION SERVICE, LTD.

1. ANNUAL CONTRACTS WITH MARKET RESEARCH FIRMS REFERENCED ABOVE WILL EXPIRE DECEMBER 31, 1976. UNDER RESPECTIVE CONTRACTS, TWO STUDIES WERE ASSIGNED TO MANAGEMENT CONSULTANTS CORP. (MCC), ONE AT US$2875 AND ONE AT $2880; TWO STUDIES TO CHINA CREDIT INFORMATION SERVICE (CCIS) AT NT$106,495 (US$2806) AND A THIRD STUDY AT NT$112,100 (US$2954). ALL SURVEYS COMPLETED BY THESE FIRMS REQUIRED MINIMUM OF SUPERVISION AND GAVE AN EXCELLENT OVERVIEW OF MARKET OPPORTUNITIES UNDER STUDY.

2. A THIRD FIRM, PEAT MARWICH & MITCHELL (PMM) WAS CONTRACTED (US$3150 PER STUDY) UNDER SIMILAR ANNUAL ARRANGEMENT. HOWEVER, DURING THIS YEAR PMM DISCONTINUED RESEARCH ACTIVITIES AND COMPLETED ONLY ONE SURVEY UNDER THEIR CONTRACT. TRADE CENTER HAS BEEN SEARCHING FOR A QUALIFIED MARKET RESEARCH FIRM TO REPLACEPMM, BUT TO DATE, SUCH A FIRM HAS NOT BEEN FOUND.

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PAGE 02 TAIPEI 08171 100945Z

3. TRADE CENTER DIRECTOR AND MARKET RESEARCH OFFICER HAVE

Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006

Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006

METWITH OFFICIALS OF CCIS AND MCC TO DISCUSS THEIR
INTEREST IN AND DESIRE TO RENEW CONTRACT FOR CALENDAR
YEAR 1977. BOTH FIRMS WISH TO RENEW THEIR RESPECTIVE
CONTRACTS, PROVIDED THE PER STUDY REMUNERATION IS INCREASED.
NEGOTIATIONS WITH THE FIRMS REVEALED THAT MCC WILL RENEW AT
US$3350 PER STUDY; CCIS AT US$3400 PER STUDY. NEGOTIATED
FEES ARE BASED ON CONTRACT OF MINIMUM OF TWO STUDIES WITH
OPTION OF ONE OR MORE STUDIES, IF OIM/MRD REQUIREMENTS
NECESSATE MORE THAN TWO STUDIES FROM EACH.

4. TRADE CENTER RECOMMENDS ABOVE ARRANGEMENT AND REQUESTS
PERMISSION TO RECONTRACT FOR CALENDAR YEAR 1977, WITH CCIS
AT US$3400 PER STUDY AND MCC AT US$3350 PER STUDY.
TERMS AND CONDITIONS OF CONTRACTS WILL BE SAME AS 1976
AGREEMENTS. NEGOTIATED FIGURES REACHED WITH CCIS AND MCC
REPRESENT MODEST AND EQUITABLE INCREASE TO COMPENSATE FOR
GENERAL INFLATION AND SALARY COST-OF-LIVING INCREASES
WHICH HAVE OCCURRED IN ROC SINCE NEGOTIATIONS FOR 1976
CONTRACTS TRANSPIRED.

5. REQUEST OIM/EA AND OIM/MRD CONFIRM ACCESSION TO
REQUEST PARA 4 ABOVE.
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